

ABSTRACT

An image forming system having a copying machine capable of printing advertisement images by means of adding them to document images and a fee charging device for charging the copying fee to the user. The image forming system can alter the copying fee to be charged to the user and the advertisement fee to be charged to the advertiser depending on the time required for forming the advertisement image. When an advertisement image is formed on the backside of a sheet where a document image is formed or on a separate sheet, the time required to form the advertisement image becomes longer so that the user has to suffer a drop in the copying productivity. The copying fee in such a case where the copying productivity drops, the image forming system reduces the copying fee and raise the advertisement fee by the same amount.